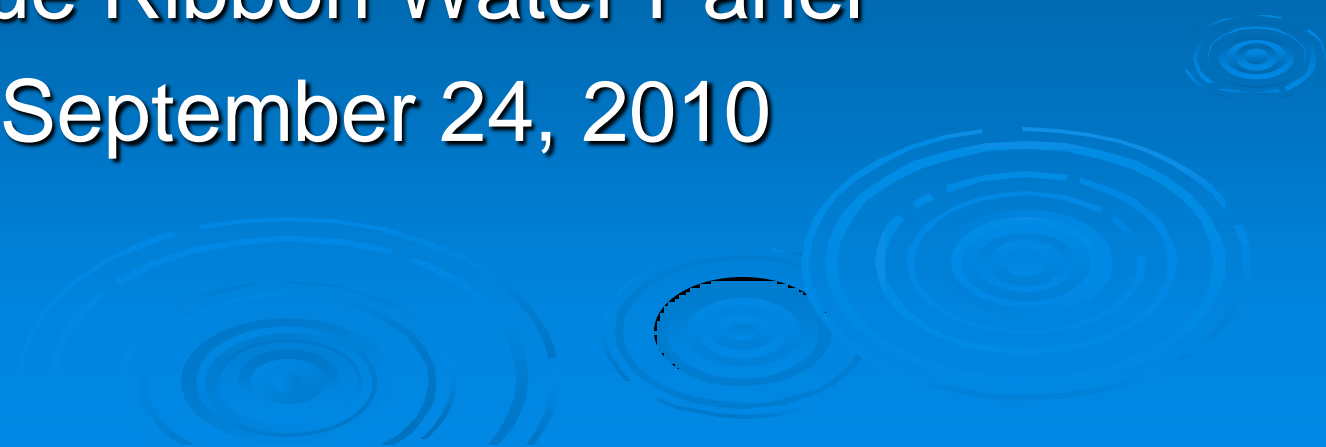


Public Perceptions/Acceptance Working Group

Report to:
Blue Ribbon Water Panel
September 24, 2010

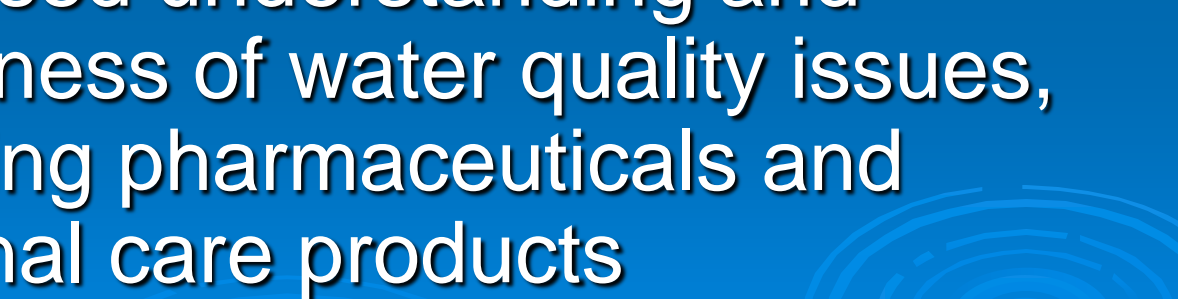
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Public Perceptions Working Group Goal

- Make recommendations for enhancing public acceptance of the use of reclaimed and recycled waters through public education, outreach and other strategies

Public Perceptions

Priority Issue Papers

5. Create and expand public confidence that reclaimed water is safe and build a constituency for increased use
 16. Increased understanding and awareness of water quality issues, including pharmaceuticals and personal care products
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Public Perceptions Priority Issue Papers

- 17. Consistency in the use of common and positive terminology
- 20. Better understanding of the overall water picture and role of reclaimed water



Priority Issue 5 - Create and expand public confidence that reclaimed water is safe; build a constituency for increased use

Impediments	Lack of political priority, funding support, voter support
Solutions	Statewide strategy, demonstrate safety, build constituency
Costs/ Benefits	Cost of public information programs, lack of incentives, long term savings outweigh costs

Priority Issue 16 - Increased understanding and awareness of water quality issues including pharmaceuticals and personal care products

Impediments	Regulatory process is complex, unknown impacts of contaminants
Solutions	Raise awareness, build partnerships, engage leaders, outreach, highlight successes
Costs/ Benefits	Cost of public info programs, long term savings outweigh costs

Priority Issue 17 – Consistency in the use of common terminology

Impediments	Conflicting definitions and terminology make it difficult to share info, develop policy, report compliance, implement projects
Solutions	Lexicon of positive terms, education-based programs & outreach
Costs/ Benefits	Implementation is expensive, partnerships assist in balancing expense

Priority Issue 20 - Better understanding of the overall water picture and role of reclaimed water

Impediments	No statewide strategy, unified education plan, conflicting or lack of information
Solutions	Public education, resources for local jurisdictions
Costs/ Benefits	Benefits proportional to costs, Funding from a variety of sources

Recommendations

- Public Education and Outreach
- Unified Messages
- Partnerships and Coalitions
- Document savings
- Report successes
- Funding